

Please add the following new claims:

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19. A method as recited in claim 1, wherein rules and restrictions are associated with at least one persona.
  20. A method as recited in claim 1, wherein each persona references several profiles of the user.

### REMARKS

The Examiner is thanked for the comments in the Office Action (OA). They have helped considerably in understanding the rationale therein and in drafting this Response thereto.

#### Item 1 (§ 102 rejection of claims 1-6, and 9-16 as being anticipated by Herz.):

Applicant respectfully requests reconsideration of the rejection of claim 1 as being anticipated by Herz. As amended, claim 1 now recites allowing a user to aggregate information into sets. These sets include a home persona, an alternate home persona, and a work persona. Further claimed is the step of obtaining user profile information from at least one of these sets. Nowhere in Herz or any of the prior art references uncovered by the Examiner is profile information aggregated into these sets. By this feature, the user has different profile information associated with different contexts (i.e. personas). When user profile information is obtained from the database, the profile information associated with the persona is accessed. Thus, when a user is making purchases for his home, the user is utilizing the home persona. Therefore, user profile information associated with the home persona is accessed in this example. Note the instant specification starting on page 32-34. Nowhere is there taught such a combination of features and components for fulfilling the foregoing objective.

Claims 10 and 11, as amended, contain similar limitations as claim 1 and are therefore believed allowable over the references of record for the same reasons set forth above with respect to claim 1.

Claims 2-6, 9, and 12-16 depend from claims 1 and 10 respectively, and therefore include the limitations of the associated claim. By virtue of their dependence, claims 2-6, 9, and 12-16 are believed to be allowable over the references of record.

New claims 19 and 20 have been included to further clarify and define the scope of Applicant's invention.

**Item 2 (§ 103 (a) rejection of claims 7-8 and 17-18 as being unpatentable over Herz):**

With respect to claims 7-8 and 17-18 it is contended that Herz does not teach the use of a template, but that it would have been obvious to one having ordinary skill in the art at the time of the invention to have used a template in displaying results since it is well known in the art to format a display following criteria and would have been adopted for the intended use of displaying, for example, the results of a query based on a ranking of highest to lowest and including the query itself as is common on search web sites. Applicant respectfully urges that this rejection is no longer applicable, due to amendments to claims 1, 10, and 11.

**CONCLUSION**

In view of the foregoing, Applicant respectfully requests reexamination of claims 1 through 18, and submits that these claims are in condition for allowance. In addition, Applicant respectfully requests consideration of new claims 19 and 20. Accordingly, a notice of allowance is respectfully requested.

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Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Raymond E. Roberts', written over a horizontal line.

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